

CIGARETTE REPORT FORM

- ~~1994~~ 1995
- (1) Year Covered
 - (2) Brand Family Name
 - (3) Descriptions:
 - (4) Product Length
 - (5) Filter (F or N)
 - (6) Pack (H or S)
 - (7) Flavor (M, N, or O)
 - (8) Num Per Pack:
 - (9) Tar: Nicotine: CO:
 - (10) Variety Units Sales:
 - (11) Variety Dollar Sales:
 - (12) Last Date Sold: First Date Sold:

REPORTABLE EXPENDITURES

- (13) CAT-A-Expenses (Newspapers).....
- (14) CAT-B-Expenses (Magazines).....
- (15) CAT-C-Expenses (Outdoor).....
- (16) CAT-D-Expenses (Audio Visual).....
- (17) CAT-E-Expenses (Public Transport)
- (18) CAT-F-Expenses (Direct Mail)
- (19) CAT-G-Expenses (Point of Sale).....
- (20) CAT-H-Expenses (Promotional Allowances)
- (21) CAT-I-Expenses (Samples)
- (22) CAT-J-Expenses (Items).....
- (23) CAT-K-Expenses (Public Entertainment)
- (24) CAT-L-Expenses (Endorsement).....
- (25) CAT-M-Expenses (Retail Value & Coupon).....
- (26) CAT-N-Expenses (All Other).....
- (27) Total Reportable Expenditures for Variety
- (28) Sporting Events
- (29) Ratings on Pack.....

ADVERTISING MEDIA USED

- (30) CAT-A-Use (Newspaper)
- (31) CAT-B-Use (Magazines).....
- (32) CAT-C-Use (Outdoor).....
- (33) CAT-E-Use (Public Transport).....
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- (36) CAT-M-Use (Retail Value & Coupon).....

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